

Case Study:

Optimizing Advertising Campaign for WaiverKing

How strategic targeting and data analysis improved campaign results



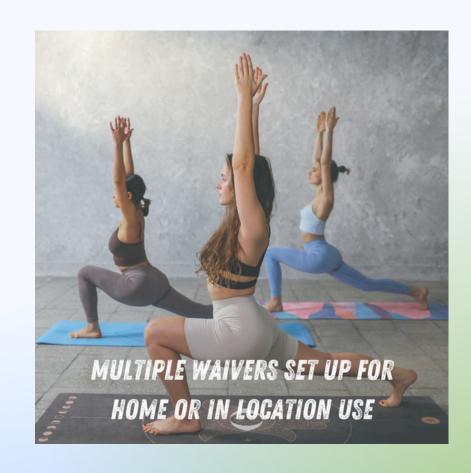
Introduction:

WaiverKing sought to increase conversions by launching a targeted advertising campaign using a pre-compiled list of companies.

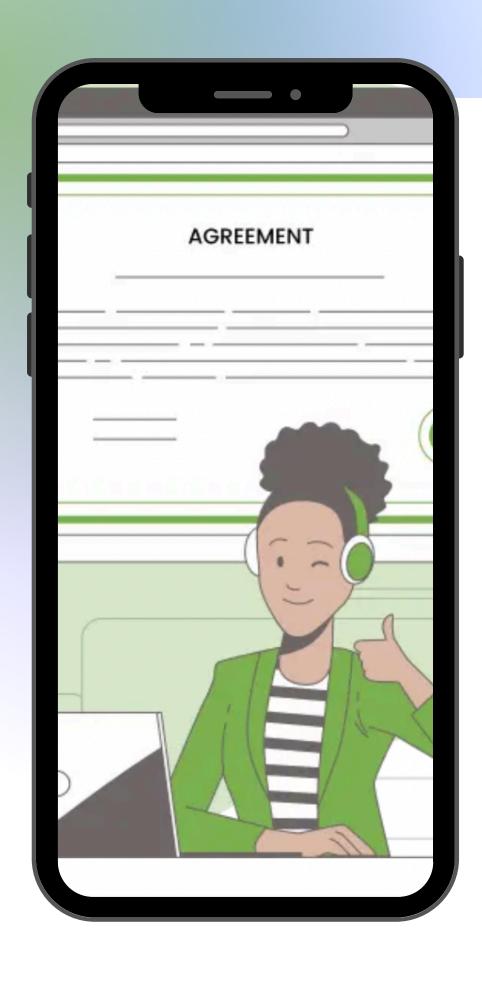
Objective:

To create a highly relevant audience that aligns with the client's goals and leads to increased conversions.









Challenge

Initial Issue: The provided list included companies from three different regions, making it difficult to focus on a specific audience.

Goal: Reduce the broad audience size from 4.4 million people to a more relevant and effective target group.

Solution: Targeting & Refinement

Interview with Client: Identified the key goals and refined the targeting approach.

List Revision: Filtered the list based on geographic region and platform specifications.

Outcome: Created a highly relevant audience of 31,000+ individuals using advanced targeting tools.



Execution

Results

Campaign Setup: Leveraged platform tools to finetune the campaign, ensuring the audience size matched the client's objectives.

Launch Day: The advertising campaign went live with a well-defined audience.

Day 1 Conversions: Achieved 2 conversions on the first day, demonstrating early success.

Optimized Audience: The reduced, focused audience proved more effective for the campaign's goals.

Key Takeaways

Precision Targeting: A predefined list is not enough— precise targeting significantly impacts campaign success.

Goal Alignment: Clear, correctly defined goals lead to more efficient use of time and budget.

Data Utilization: Careful analysis and optimization of available data produce quicker and better results.



Before

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30170 Zoom Roya						Health	Savannah	GA	United States	31419
017 1 Zoom Ro						Health	Scottsdale	AZ	United States	85259
0172 Zoom Ro						Health	Seattle	WA	United States	98133
0173 Zoom Ro						Health	Los Angeles	CA	United States	91423
017 4 Zoom Fu						Health	Austin	TX	United States	78749
0175 Zoom Ro						Health	Everett	WA	United States	98208
0176 Zoom Ro						Health	St. Petersburg	FL	United States	33710
0177 Zoom Ro	and the second					Health	Crestwood	МО	United States	63126
0178 Zoom Fr						Health	Tacoma	WA	United States	98409
0179 Zoom Rev						Health	Tampa	FL	United States	33624
0180 Zoom R						Health	Thousand Oaks	CA	United States	91362
0181 Zoom R						Health	Perrysburg	ОН	United States	43551
0182 Zoom R						Health	Tomball	TX	United States	77375
0183 Zoom R						Health	Torrance	CA	United States	90504
184 Zoom Ru						Health	Trophy Club	TX	United States	76262
0185 Zoom Ro						Health	Virginia Beach	VA	United States	23456
0186 Zoom R						Health	Wake Forest	NC	United States	27587
0187 Zoom Fro						Health	West Allis	WI	United States	53227
0188 Zoom F						Health	Clive	IA	United States	50325
0189 Zoom Fr						Health	Williamsburg	VA	United States	23188
0190 Zoom Ro						Health	Winter Park	FL	United States	32792
191 Zoom Ro						Health	Woodland Hills	CA	United States	91367
192 Zoombaa	Idien Canada Corp.					Health	Markham	ON	Canada	L3R 3K7
193 Z-Trainin						Health	Malta	NY	United States	12020
0194 Zuda Yo						Health	Rocklin	CA	United States	95677
195 Zullo He						Health	Vaughan	ON	Canada	L4J 8X9
0196 Zumba						Health	Paris		France	75009
0197 Zumba						Health	Jacksonville Beach	FL	United States	32250
198 Zumba						Health	Dublin		Ireland	
199 ZUY Mad						Health	Madrid	М	Spain	28001
200 Zweet		<u> </u>				Health	Alexandria	VA	United States	22314
201. Zwet98						Health	Mission	TX	United States	78572
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D203 ZYOGA						Health	New York	NY	United States	10023
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After

997 allDimensions Fitness		alldimensionsfitness.com	n	Wellness and Gillette	Wyoming	US	82718
998 Altitude Fitness		altitudefitness307.com		Wellness and Laramie	Wyoming	US	82070
99 Balance Studies				Wellness and Wilson	Wyoming	US	83014
000 Bellandi				Wellness and I Cheyenne	Wyoming	US	82001
001 Blosson				Wellness and Cheyenne	Wyoming	US	82001
002 Club C				Wellness and I Powell	Wyoming	US	82435
OO3 CORE P				Wellness and Jackson	Wyoming	US	83002
004 Count			enter.com	Wellness and I Cheyenne	Wyoming	US	82001
005 Dancers				Wellness and Jackson	Wyoming	US	83001
006 Escape				Wellness and I Rock Springs	Wyoming	US	82901
007 Firefly				Wellness and Cody	Wyoming	US	82414
008 Prana I				Wellness and I Casper	Wyoming	US	82604
009 Expansi				Wellness and (Jackson	Wyoming	US	83001
10 Health				Wellness and lTorrington	Wyoming	US	82240
11 Hot Po				Wellness and (Laramie	Wyoming	US	82070
12 Inversi				Wellness and IJackson	Wyoming	US	83001
13 Lander				Wellness and Lander	Wyoming	US	82520
14 Living				Wellness and I Rawlins	Wyoming	US	82301
15 Elemen				Wellness and Lander	Wyoming	US	82520
16 Hair by				Wellness and IJackson	Wyoming	US	83001
17 Masse	kson Hole		com //	Wellness and Jackson	Wyoming	US	83001
18 Medic				Wellness and IJackson	Wyoming	US	83001
19 N8V Be			om	Wellness and Jackson	Wyoming	US	83001
20 Nurse				Wellness and IJackson	Wyoming	US	83001
21 PURENE				Wellness and Sheridan	Wyoming	US	82801
22 Pursue				Wellness and IJackson	Wyoming	US	83001
23 Seek You				Wellness and Laramie	Wyoming	US	82072
24 Sheals				Wellness and IJackson	Wyoming	US	83001
25 Shekin				Wellness and Gillette	Wyoming	US	82718
26 Simply			m IIII	Wellness and IJackson	Wyoming	US	83001
27 Studio				Wellness and Laramie	Wyoming	US	82070
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30 The Go			**	Wellness and I Cheyenne	Wyoming	US	82001
31 The Kuia Space				Wellness and Sheridan	Wyoming	US	82801
32 Training To Be Balanced				Wellness and I Jackson	Wyoming	US	83001
033 VIM				Wellness and I Jackson	Wyoming	US	83001
034 Wellness Collective				Wellness and I Cheyenne	Wyoming	US	82001
035 White Buffalo Club		whitebuffaloclub.com		Wellness and I Jackson	Wyoming	US	83001
036					,		





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Conclusion

WaiverKing's case demonstrates the importance of refining data and targeting for effective advertising. Small adjustments led to significant improvements in performance.

Ready to optimize your campaigns? Contact us for tailored solutions.

Thank You



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